

Value Proposition

PROMPT 01

Question: Who is our key stakeholder? What is their greatest need?

Response: [YOUR ORGANIZATION] helps _____ achieve their greatest need, which is _____

PROMPT 02

Question: What value could this create for your organization?

Response: In doing so, [YOUR ORGANIZATION] creates value for the organization through _____

PROMPT 03

Question: Who is our greatest competitor and how do they help the same stakeholder achieve their greatest need? How are we different?

Response: [YOUR ORGANIZATION] is able to do this different from the competition because we _____ instead of _____

PROMPT 03

Question: How does this align with your organization's values?

Response: This aligns with [YOUR ORGANIZATION]'s organizational values because _____

